

"A SCOTCHMAN'S VIEW."

Notable Features of a Great City
Railway's lead in Empire Building.

WINNIPEG

THE GREAT CENTRE FROM WHICH SO MUCH
WEALTH AND VITALITY RADIATE OFFERS
UNQUESTIONABLY BRIGHT PROSPECTS
TO BRITISH CAPITAL AND TO THE
EXPERT WORKMAN OF THE
∴ ∴ MOTHERLAND ∴ ∴





THE HISTORY of the most remarkable of the great American centres of population records nothing quite so startling in the rapidity of its growth as does the Canadian city of Winnipeg.

On both sides of the Atlantic, this audacious Western town keeps looming larger and larger before the public mind, and its story is, metaphorically, in every one's mouth.

In quest of more air and elbow room than is to be found in the stifling purlious of Fleet Street, and lured by the wonderful tales of progress in the Canadian West, some two years ago the writer with one or two other adventurous spirits set sail from Liverpool, with a clean shirt, a tooth-brush, and a smile for everyone.

Our objective could hardly be called a dead certainty, but we started to "find a way or make one" to the best that could be picked up in the country in response to well directed labor beginning at Winnipeg.

First Impressions of Winnipeg

No matter how accurate and painstaking are the published descriptions of a new country, the novice rarely succeeds in forming a correct idea of what he ultimately finds. First impressions here were of a peculiarly happy character and came little short of an astounding eye-opener. A "tin town" with a few more important studies in brick had been expected, but no West-bound wanderer on that transcontinental express who got off at Winnipeg was prepared for the splendidly built city of brick and stones with its still more ornamental villas of composite wood and stone.

Let it be known at once that in all England to-day there is not a finer conception in railway architecture than is to be found in the magnificent reception-hall and offices adjoining The Royal Alexandra Hotel of the Canadian Pacific Railway Company at this point—their half-way house on the great transcontinental across the Rockies to the Pacific. There may be a greater expanse of girder and roof-lines, but in its design and appointments there is nothing to surpass if to equal it on the older systems in Europe.

And even this record has been equalled at its very doors in the grand new Union Depot which has just been completed for the accommodation of the Canadian Northern and the Grand Trunk Pacific.

Buildings that "Beat the Band!"

Those buildings are never allowed to suffer by overcrowding as in the case with nearly all the fine buildings of the older European cities—Paris and one or two others excepted. The streets of Winnipeg have a uniform width of 133 feet from curb to curb, and there are not two more imposing thoroughfares in any city of the Empire than Main Street and Portage Avenue of Winnipeg.

Then again, can anything be more eloquent of the unparalleled progress of the great capital of the West than the figures that tell of a two and a half million dollars increase in building during the year 1911? Winnipeg's building account for 1910 of \$15,106,480 was substantial enough, and showed a great advance over the previous year, but here in the West, what is a record one year is made to look almost insignificant in the year that follows. In addition to the building permits issued to the value of \$17,550,000 inside the city limits in 1911, may be added \$3,000,000 as expended in new homes and public buildings in the immediate outlying suburbs.

Certainly the city of Winnipeg has continued to receive all its share of Canada's industrial growth. Provincial returns show that seventy-one charters for purely industrial companies were issued in 1911 with a combined authorized capital of \$7,695,000, Winnipeg being named as the headquarters of each company registered. Not only have new companies located, but older industrial firms have found it necessary to extend their working capital to take care of the growing trade, nineteen firms having increased their capital from \$2,330,000 to \$6,360,000 during the year. What English city could show such marked progress as this in the small space of twelve months?

A Manufacturing City

Many of the old folks at home would not be a little surprised to know that at the close of 1911 no less than 267 big manufacturing establishments were operating in Winnipeg with invested capital of \$36,000,000 employing over 15,000 hands, with a monthly pay-roll amounting to three quarters of a million dollars. The annual output of Winnipeg industries in that year was estimated at \$40,000,000 which in view of the government census in 1906, showing the output to be \$19,983,000, is not a little satisfactory.

If one is looking back over the past year, however, there is one event that stands out above all others—the completion of Winnipeg's big municipal power plant which is now serving the city with electric current. Undoubtedly the adoption of a three cent rate for domestic lighting with equally low prices for electric power for manufacturing is the greatest inducement the city has yet offered for further industrial development.

There is a splendid electric car system which is being constantly augmented—stretching miles away from the city's centre to every point of the suburbs which rival some of the beauty spots of the home-life of the older Eastern cities.

Railways that Pioneer Progress

The railways are of course at the head and tail of the entire programme. The fertility of those many millions of still uncultivated acres may be taken for granted, but their wealth cannot be tapped until they are effectively served by transportation facilities. This year of grace 1911 will see a development in this respect unprecedented even for Canada with its wonderful record of the Canadian Pacific.

That pioneer and colossal transport company is double tracking on important reaches of its service and cutting across fresh territory away to the West that will open up scores of new and populous town sites in as many months.

The Canadian Northern has in the splendid additions it has made to its service, added a mile of new road every day for fourteen years. Think of it! The completed engineering shops to the South of Winnipeg are not the least of its many impressive structures, and at the moment of writing, they are embellished by the arrival of an imposing group of brand new engines of the most massive type that give the assurance that they are not likely to pay out under the severest test.

These North American locomotives are something really worthy of the contemplation of Eastern engineers. They do not possess the decorative front of the green, blue, chocolate and gold of those grand machines of the great English companies, but their titanic strength is if possible accentuated by their plain business-like sable hue as they take their place at the head of anything from fifty to a hundred heavily laden freight cars of from 40,000 to 60,000 pounds capacity each.

From Coast to Coast

But the Grand Trunk Pacific will provide the great spectacle. Its various sections across the entire continent from the Atlantic to its Pacific terminal (Prince Rupert) represent at the present moment immense colonies of men who at a distance resemble great communities of ants in the throves of some tremendous revolutionary effort. These sections will in a brief space, join hands, and it is confidently expected that in 1915 the entire system from Coast to Coast will be operated from end to end as if by one gigantic lever.

As its Winnipeg terminal and also to accommodate the fast growing traffic of the Canadian Northern, these two transcontinental systems have completed a \$1,500,000.00 terminal station opposite the site of the old Hudson's Bay property, familiarly known as Fort Garry Park. It has a frontage to Main Street of 353 feet and a depth of 140 feet, is four stories high and surmounted by a magnificent dome 112 feet above the floor of the main reception hall. This big railway station possesses accommodation superior to anything else in the Dominion, but in the eyes of far seeing men it is only a small part of what will be absolutely necessary when the combined railway programme now actually under way has been completed.

The character of the passenger traffic which pours in daily to the city is of an altogether unique type. From early Spring till late in the Fall the great tide of immigration from Europe and the States flows along, and the regular train service represents the very finest of railway travelling luxuries that have yet been introduced into the North American continent.

Trains That Span the Continent

From Vancouver and the Pacific Coast generally comes the Canadian Pacific daily express on its way to the East with its world renowned name for completeness and luxurious comfort. From Edmonton in the far North-west and Port Arthur at the head of Lake Superior, the Canadian Northern flyer comes in daily with its beautifully upholstered cars and splendid dining equip-

ment while from the South, from Chicago, St. Paul, Minneapolis and all the American centres four trains reach the city every day, each one exhibiting its own distinctive features of American art. In addition to these the "locals" are a heavy item in themselves and are seriously taxing the terminal space at Winnipeg and suggesting a problem in ways and means that will have to be attacked very shortly.

The exigencies of the freight traffic on top of all this including the "staple" represented by the country's entire grain crop from the West are now being met. The Canadian Pacific yards at Winnipeg are the largest operated by one railway in the world. Recently these have been augmented by the entrance into the city of the Grand Trunk Pacific and important additions of the Canadian Northern. The necessity for this immense trackage can only be realized when the extraordinary figures of the traffic returns are looked into. The grain products of Manitoba alone in 1912 were over 150,000,000 bushels, and it is to be borne in mind that Winnipeg is the great inspection point for the entire crop of the provinces of Saskatchewan and Alberta as well. Then the stock-yards with their daily complements of cattle, sheep and hogs from the Western ranches and stock farms have their requirements and tax to the very limit the engineering capabilities of the large army of men employed in connection with this branch of the country's produce.

The Transformation of the West.

From these few figures and observations, Winnipeg will perhaps appeal to the distant reader as something more than what its latest American resident Consul imagined he would find it—a far flung medley of wooden shacks stretching out like a huge mining camp on the prairie instead of the completely equipped industrial and residential city that it is.

Geographically it holds for all time a position on the world's commercial chart that might well excite the envy even of New York or a Chicago. It may not have the advantage of the waterfront enjoyed by these two cities, but that is a disadvantage which

is also likely to be swept away in the course of time when it comes in direct touch with Lake Superior by means of the great canal that is more than the imaginary scheme in the minds of those captains of industry who have had the shaping of its past to a large extent.

In a very few years, therefore, it is but a mild statement of fact to say that the whole face of the Canadian West will come under a process of transformation as startling as has been the change in Manitoba since its first beginnings at the hands of the Selkirk settlers and the indomitable enterprise of the Hudson's Bay traders.

Winnipeg pulsates responsively to all this environment of energy and to-day there are among the opportunities for the employment of capital and labor that always bring up the near guard of railway development exceptional openings in this city alone for industrial energy. These are being eagerly overhauled by American enterprise where local capital and skilled labor are found insufficient. This great centre from which so much vitality radiates with daily increasing momentum offers an unquestionably bright prospect to British capital and the expert workman of the Motherland.

Further Literature will be supplied free to those who are interested in the opportunities of Winnipeg and Western Canada. Special Reports will be furnished on the manufacturing possibilities of your line of industry by addressing

CHAS. F. ROLAND, Commissioner,
Winnipeg Industrial Bureau,
Winnipeg, Canada.

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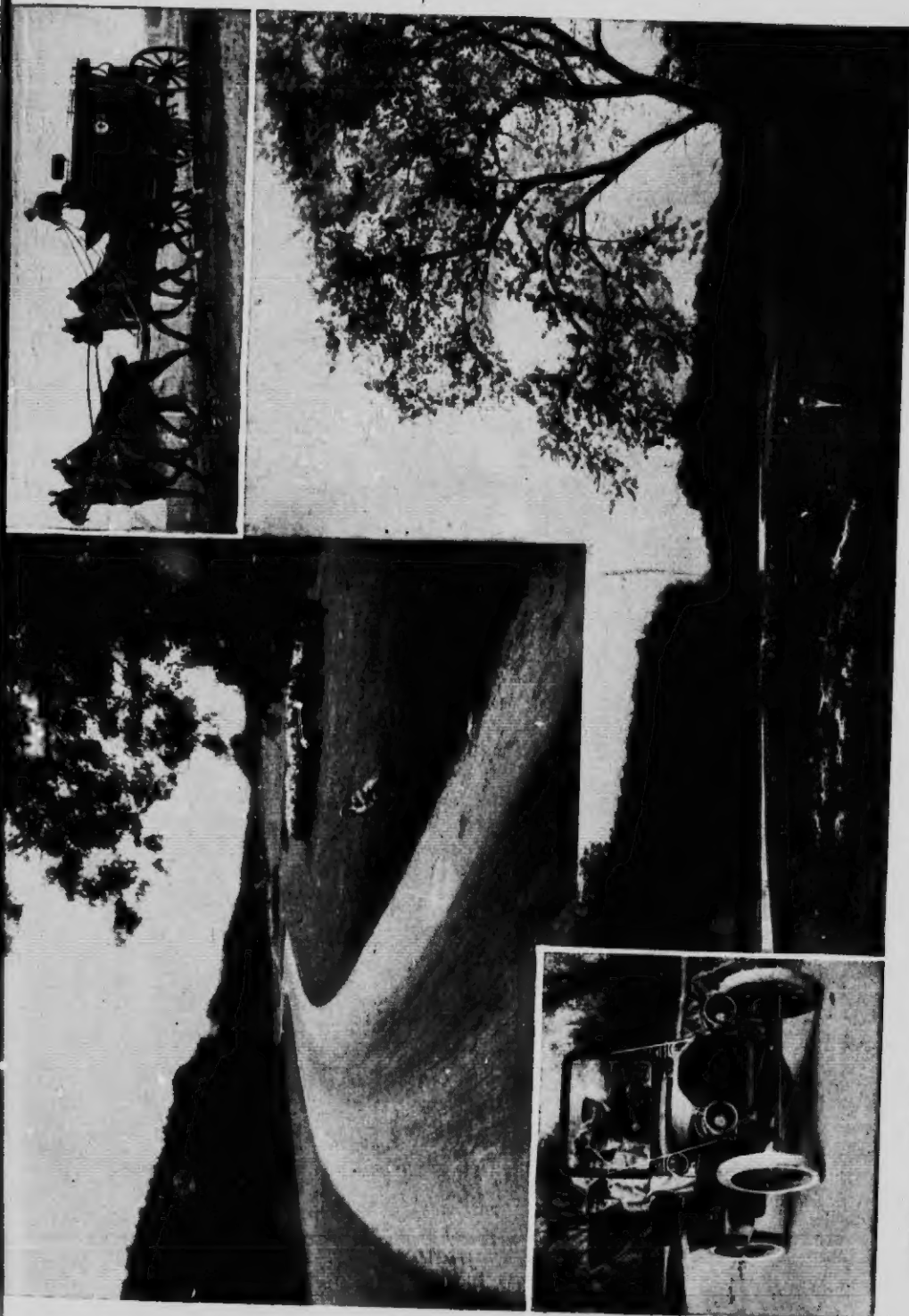
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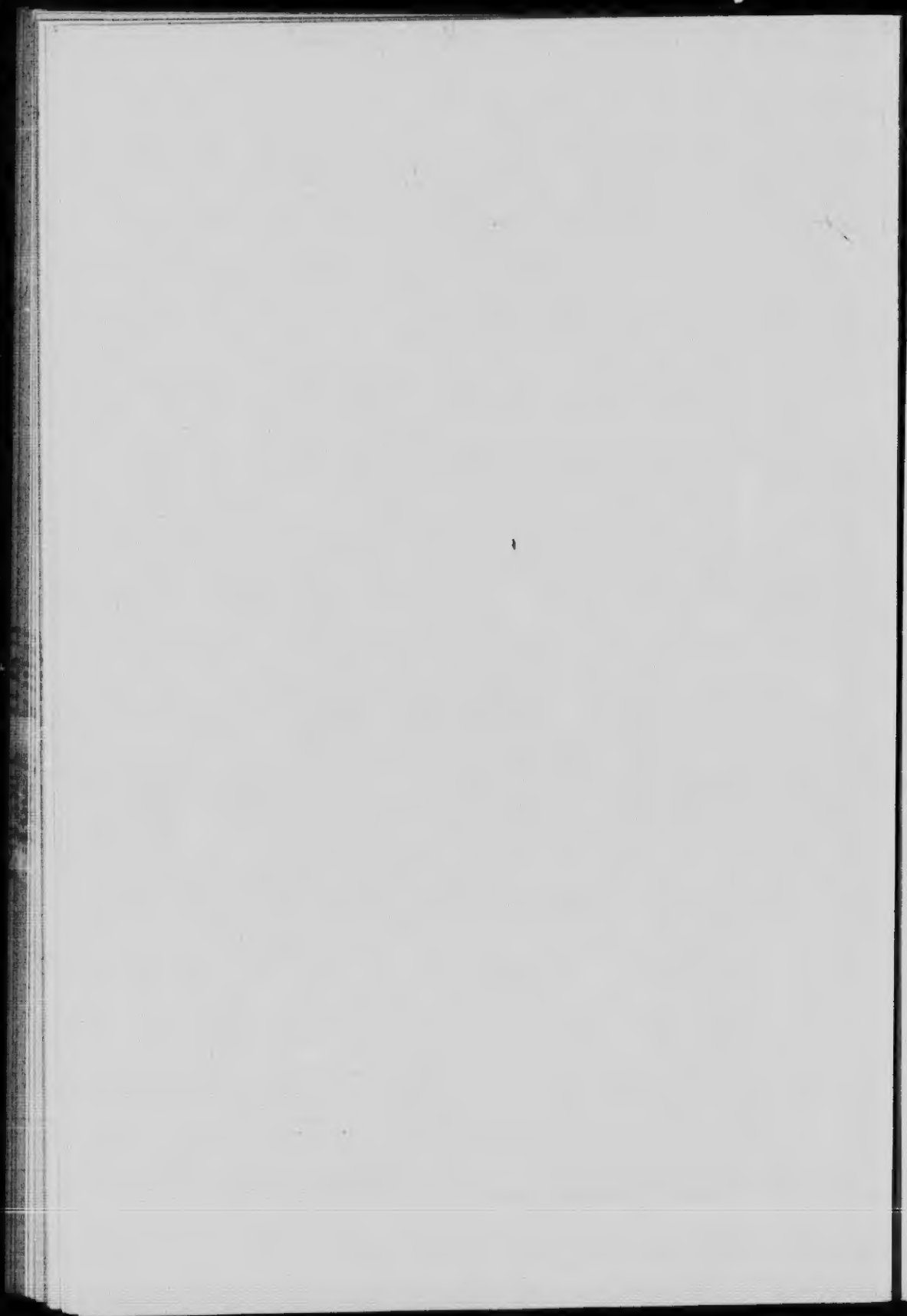
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A Wild: Expanse of Park Lawn.—No better land could be found for lawns than Manitoba prairie. It is level, smooth and splendidly rich and fertile. Planted to grass and well tended it produces a fine growth of lawn carpeting. Flower beds flourish and supply good color effects in the landscape scheme. Motoring and coaching is popular through these park drives as shown in the miniature inserts in this photograph.





Where Mothers' Rest and Children Play.—The public parks of Winnipeg are well adapted for play and rest. Mothers take their children to play upon the green and shady lawns during the afternoons and long evenings. Winnipeg's parks are not disfigured, as are the parks of Europe by idlers and unemployed. There is work for all in Winnipeg, and the idler is a lonesome man.